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# "Modern Mums....



Arapahoe, University of Nebraska '52

... for

Plainsman, University of Nebraska '53



1953"





Leshara  
University of  
Nebraska '52

## *To Our Many Friends and Customers*

We have been highly gratified with the many complimentary letters from all parts of the country concerning the University of Nebraska mums which are featured in our lists. This year the first two of a new race of garden mums called "Carnation-Flowered" because of their notched petals are being released. Inasmuch as a heavy demand for them is anticipated we earnestly suggest that orders be placed early.

We are pleased to announce the acquisition of exclusive introductory rights to a new group of early flowering mums developed by Mr. David Hipple. Lady Elgin, this year's introduction, is unlike any other, to the best of our knowledge.

Our own hybridization program is gaining momentum. Several seedlings of promise are now undergoing further exhaustive testing before being released.

We would like to call attention to our other perennial specialties. The Hibiscus are truly spectacular from late July on while the Oriental Poppies in the spring and Asters in the fall provide a wealth of color in the garden and as cut flowers. All are deserving of a place in your garden.

In conclusion, we would like to sincerely thank our customers and friends for their interest and patronage and pledge our best efforts on their behalf in the future.

Yours for a successful gardening season,

*Ruth Fleming and Sons  
Jim, Dave and Bob*

# 1953 Introductions

## UNIVERSITY OF NEBRASKA

**PATHFINDER (NP 303)** The first of a new race of hardy mums which because of their distinctively serrated or notched petals are best described as "Carnation-Flowered." The very double bright yellow 2-3" flowers are borne in clusters of 5-10 on strong upright stems from hedge-like plants 22-28" tall and 20-24" across. Excellent for bouquets and corsages. Sept. 5.....\$.75 ea

**PLAINSMAN (NP 352)** Another "Carnation-Flowered" mum. Very double high centered flowers of deep rusty bronze-red shading to buff bronze during hot weather. Deeply notched petals. Strong upright, windfirm plants. Myriads of frost tolerant flowers from early September on. ....\$.75 ea.

## FLEMING'S FLOWER FIELDS

**LADY ELGIN (Hipple, 19-47)** A most distinctive newcomer. Ball shaped, incurved two inch blooms of bright coppery bronze with deep gold reverse are borne in profusion on upright 18" plants. General effect is that of a greenhouse "Football" mum in miniature. First blooms appear early in September with full bloom by Sept. 20th. Very frost tolerant.....\$.75 ea.

## DR. E. J. KRAUS

**APACHE (1405)** Fully double four inch flowers of orient red with long overlapping rolled petals which gives a slight quilled appearance. Firm, graceful, upright 18-20" plants blooming from September 20th onward.....\$.75 ea.

**CROWN JEWEL (1257)** The truest red early mum. Perfectly formed double flowers of a rich crimson red with ruby reflections born in airy clusters on stiff 18-24" stems. September 25.....\$.75 ea.

**MADONNA** Attractive 3" double pure white flowers with tubular petals ending with small spoon tips. Graceful bushy 24" plants. September 20th.....\$.75 ea.

## DE PETRIS, INC.

**MADAME CADILLAC**—Solid large pompon type flowers of mulberry wine red of good substance. Strong upright bushy plants blooming from late September on.....\$.75 ea.

## BRISTOL NURSERIES

**MISCHIEF (112-49)** Hundreds of single 1" blossoms completely blanket stocky 18-24" plants producing a Mum that looks like a Cineraria. Color is a glowing beetroot-purple. A most novel new sort. October 1st. ....\$1.25 ea.



## *The Best Uni of Nebraska Mums*

ARAPAHOE (1952) Huge, 3-5" flowers are produced in clusters of 3-5 on long stems on 36" plants. The petals of a rich red shade with reddish bronze reverse are long and strap-like with a slight waveness. Flowers are very frost tolerant. Blooms from September 18th on. ....65 ea.

CODY—Flat topped 10-12" plants spreading up to 40" across are covered with two inch blooms from mid July on varying in color from swan white with rosy lavender edges in hot weather to glistening pure violet in cool weather. One of finest cushions available. \$.50 ea.

E. H. HOPPERT—The finest large flowered summer mum. Individual blooms measure 3-5" across, are of an unusual form with long strap-like petals which are whorled in the center. First blooms are light yellow, changing to buff bronze. ....\$.50 ea.

LESHARA (1952) This variety in 1952 proved to be truly a wonder mum. Our open fields provided blooms of quality to sell to the discriminating florists after temperatures had dropped as low as 25 degrees. Heavily branched 30" plants loaded with sprays of flowers from early September on. The color is mulberry red with old rose overtones on age. ....\$.65 ea.

OSCEOLA—Long stemmed three inch flowers of bright yellow during early blooming season which take on coppery hues with approach of cool weather. September 10. 30". ....\$.55 ea.

UNIV. OF NEBR. FAVORITES—One each Arapahoe, Leshara, Pathfinder, Osceola, Plainsman & White Cloud.  
A \$3.90 value for \$3.35

TECUMSEH—A superior cushion mum. Attractive compact mounds covered with flowers of an erythrite red changing to buff bronze with pink tones during hot weather. A favorite with our visitors. 12-15" plants. September 1st. ....\$.55 ea.

W. P. SNYDER—One of the most brilliantly colored garden mums. Clusters of tightly double bright coppery apricot flowers. Superb for early fall bouquets. September 10th. 26" ....\$.50 ea.

WHITE CLOUD—The finest early white garden mum available. Reports from many parts of the country during the past two years confirm this statement. Fully double 3-5" flowers of pure white with creamy centers. Withstands 29 degrees without significant damage. Late August. 28-36" ....\$.55 ea.

TEN UNIV. OF NEBR. MUMS—One each of the above plus Pathfinder and Plainsman. A \$5.95 value for \$5.00.

## *Double Decoratives*

ALERT (Becker) Three inch fully double flowers of rich, unfading purple. One of best early sorts. September 15. 22".....	\$1.00
ALEX CUMMING (Bristol 1952) Four inch incurved flowers of pure cerise shading to a pleasing rose. October 1st. 30".....	\$1.00
ALPINGLOW (Kraus 1952) Open sprays of globular 2-3" flowers of shell pink, darker at centers. Late September. 24".....	\$1.00
ANDREW (Becker) One of the most beautiful garden mums. Three inch ball shaped blooms of soft red with ashes of roses overtones. A visitor's favorite. October 1st. 22".....	\$1.00
BEACON (Lehman) Huge 4" flowers, coral apricot to flaming nasturtium orange. Outstanding! Early October. 28".....	\$1.00
BETTY (Conard-Pyle) The favorite rose pink. October 1. 26".....	\$1.00
CANARY—Light yellow sport of the incomparable Martin's White. Incurved 3-5" flowers. September 15th. 16".....	\$1.00

LARGE FLOWER FANCIER'S COLLECTION — One each  
Apache, Fascination, Canary, Jayeff and Quaker Maid.  
A \$3.20 value for \$2.85

CECIL BEED (Wallie's Gardens) The finest early pink. Three inch bright rose pink blooms. Early September. 24".....	\$1.00
DR. LONGLEY (Longley) Three inch flowers of a lovely lavender pink borne singly on long stems. September 1st. 24".....	\$1.00
DU-BON-A (Wallie's Gardens) Large stiff petaled flowers of rich dark purple. A superb new cut flower. October 1st. 27".....	\$1.00
EDITH (Conard Pyle) Perfectly formed flowers of a stunning Aster purple. A favorite here. October 1st. 24".....	\$1.00
FASCINATION (Bristol 1952) Huge 4" flowers of silvery lavender-pink with large rosy lavender buds. Flowers are usually borne singly on long stiff stems. October 1st. 30".....	\$1.00
FLAXEN BEAUTY (Bristol) Huge flowers, similar to Cactus Dahlias in form in blend of peach, yellow and coral. October 1.....	\$1.00

A COLLECTION OF NOVELTIES—One each Apache, Flaxen Beauty, Gold Spoon, Fuchsia Spoon, Lilac Spoon, Moonlight, Pathfinder Pink Surprise and Plainsman.  
A \$5.50 value for \$4.80.

FLORENCE NIGHTINGALE (Emberly) Large flowered creamy white on long sturdy stems. Dark green foliage. October 1st.....	\$1.00
FORTUNE (Conard-Pyle) Massive 4" flowers, white with creamy centers. One of the most outstanding in last year's plantings. Splendid formal cut flower. October 1st. 30".....	\$1.00
GLADYS (Conard-Pyle) Double firm textured flowers of a very dark red. One of best late September sorts. 30".....	\$1.00
GOLD EAGLE (English) Very large shaggy light lemon yellow with quilled Cactus-Dahlia like petals. October 1st. 30".....	\$1.00





#### GOLD HEART (Kraus 1952)

Compact bushy plants with large globular flowers 4" in diameter. Primrose yellow when young, the outer portions become white on age. September 25th. ....\$ .65

#### RECENT LARGE FLOW-ERED KRAUS VARIE-TIES

—One each Gold Heart, Holiday, Lee Powell, Malinda Brown, Patricia Lehman, Rose Dust and Royal Robe. A \$4.45 value for .....\$4.00

- GOLD SCEPTRE (English) Large rich golden yellow incurve. Best of its type. Responds well to disbudding. October 5. ....\$ .75
- GOLDEN HOURS (Kraus) Bright chrome yellow three inch flowers with stiff boat shaped petals. September 15th. 28". ....\$ .50
- HAZELWOOD (Kraus) Double light corinthian red darkening to jasper red at center. Very distinctive color. October 1. ....\$ .50

PASTEL SHADES—One each of Canary Wonder, Flaxen Beauty, Hazelwood, Fascination, Leshara and Rose Dust for \$3.25

- HOLIDAY (Kraus) Massive 4" flowers of bright orange gold with darker domed centers. Superb in late September. 30". ....\$ .60
- HUNTSMAN (Bristol) Large bright orange scarlet overlaid walnut bronze. A top notch early October sort. 30". ....\$ .50
- JAYEFF (Martin) Four inch fully double glistening positive pink which holds its color well. September 20. 26". ....\$ .60
- KATHLEEN LEHMAN (Kraus) Bright orange gold with deeper tones at center. Very frost tolerant. September 25. 26". ....\$ .55
- LEE POWELL (Kraus) Large soft chinese yellow to orange with quilled Cactus-like petals. Husky 30" plants. September 28. ....\$ .60
- LIMELIGHT (Floralane) Large informal pompons of primrose yellow with deeper centers. Fine newcomer. September 20. ....\$ .60

SOME 1952 FAVORITES—One each Beacon, Cecil Beed, Fascination, Leshara, Limelight, Rose Dust and White Cloud. A \$4.35 value for \$3.80.

- MALINDA BROWN (Kraus 1952) Double globular flowers of a pleasing lavender rose shade. Petals remain twisted and incurved when flower is old. Late September. 24". ....\$ .65
- MARTIN'S WHITE (Martin) Immense flowers, 4" across, on compact bushy plants. Outstanding. September 15. 16". ....\$ .50
- MING (Kraus) Large double chinese yellow to tangerine orange resembling Calendulas in form. September 20. 24". ....\$ .60



**MOONLIGHT (Longley)**

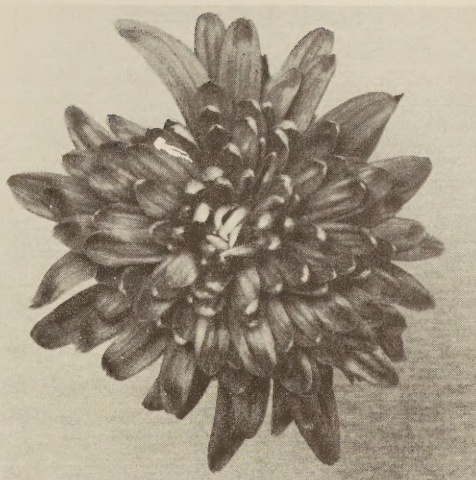
Upright plants covered with shaggy creamy white flowers. September 1st. 16". .....\$ .50

**MOONBEAMS (Bristol)**

Large fluffy soft primrose yellow flowers on long stiff stems. Fine for cutting. October 1. 30".....\$ .60

**OLIVE LONGLAND**

(Kraus) The most popular pastel variety. 3" blooms of apricot shaded salmon pink. September 25. 24". .....\$ .50



**PATRICIA LEHMAN (Kraus)** Large flowers of bright geranium pink with peach centers. Incurved and twisted petals. Demand always exceeds supply. September 25th. 24". .....\$ .60

**PEGGY (Conard-Pyle)** Large flowers opening dusky fuchsia copper rose changing to peach and gold blend. September 25. 24". .....\$ .60

**PINK SURPRISE (Rosebud)** Quilled "Cactus" flowers of a clear rich pink. Vigorous bushy plants. September 20th. 24". .....\$ .50

**CACTUS FLOWERED NOVELTIES** — One each Apache, Flaxen Beauty, Moonlight, Mahogany Cushion, Pink Surprise and Spindrift. A \$3.60 value for \$3.15.

**PRIMROSE QUEEN (Emberly)** Exceptionally large ball shaped blooms of glistening primrose yellow. October 1. 30". .....\$ .60

**QUAKER MAID (English)** Immense solid blooms of deep chestnut red with golden reverse. Outer petals reflex while inner ones recurve. One of best last year. September 25. 24". .....\$ .65

**ROSEDUST (Kraus 1952)** Large flat double flowers of dark rose red which is brightened by soft maize reverse. A very free flowering outstanding newcomer. September 25th. 26". .....\$ .75

**ROYAL GEM (U.S.D.A.)** Very dark garnet red flowers with incurved petals. Long stiff stems for cutting. September 28. ....\$ .55

**FOR FALL COLORS**—One each of Arapahoe, Pathfinder, Ming, Holiday, Brown Cushion and Royal Gem.  
A \$3.75 value for \$3.30.

**REMEMBRANCE (Kraus)** Deep carmine red flowers. One of the most dependable varieties. September 20th. 24". .....\$ .55

**ROYAL ROBE (Kraus)** Massive 4" flowers of a glowing, unfading beetroot purple. Truly outstanding. September 25. 26".....\$ .60

**RUTHANN LEHMAN (Kraus)** Immense canary yellow flowers. Nicely shaped bushy plants. Very floriferous. September 15. 20".....\$ .55

**SEPTEMBER CHARM (Emberly)** Medium sized flowers of bright, unfading salmon pink. Compact plants. September 15th. 20".....\$ .60

**SPINDRIFT (Bristol 1952)** Lovely double three inch Cactus-like creamy white flowers. October 1st. 24". .....\$ .75

A FULL SEASON WHITE COLLECTION—One each of Gold Heart, Ivory Spoon, Moonlight, Spindrift, White Tower and White Cloud. A \$3.45 value for \$3.00.

- STARDOM (Wallie's Gardens) Three inch bright deep bronze flowers atop 24" stems. September 8.....\$.55
- THE SWAN (Emberly) Huge white flowers made up of petals which are spoon like and spiky on opening. Upright 30" plants.....\$.65
- TIME (Conard-Pyle) Massive double flowers of sparkling orchid lavender. Truly outstanding cut flower. October 1. 30".....\$.60
- WHITE EAGLE (English) Very large shaggy white flowers with cactus-like long reflexing petals. September 28. 30".....\$.60

#### MODERN POM POMS

- BRIGADIER (De Petris) Large carmine red pompons carried on long stiff stems. Attractive plants. October 1. 24".....\$.65
- CANARY WONDER (Bristol) Long stemmed sprays of soft yellow ball shaped pompons. Excellent cut flower. September 25. 30".....\$.60
- CARMINE QUEEN (De Petris) Long stemmed carmine red pompons. A superb early October cut flower. October 10. 30".....\$.55
- CHARLES NYE (Kraus) A perpetual favorite. Large fully double rounded buttercup yellow blossoms. September 25. 28".....\$.50
- DREAM GIRL (Floralane) A charming formal deep lavender pink 2" pompon. Excellent long stems. October 5. 30".....\$.55

FOR CUT FLOWERS—POMPONS! One each of Carmine Queen, Charles Nye, Dream Girl, Governor Duff, Maryeff, White Tower and Yellow Ermine. A \$3.75 value for \$3.20.

- ENTERPRISE (De Petris 1952) Perfect two inch formal pompons of Amaranth pink on long stiff stems. October 1st. 30".....\$.65
- GENERALISSIMO (Wayside Gardens) Lovely 2" flowers of Magnolia purple. Best of its class. Bushy 24" plants. September 15. ....\$.50
- GOVERNOR DUFF (Conard-Pyle) Masses of brilliant orange-bronze flowers on vigorous plants. Very frost tolerant. 22".....\$.50
- JUBILEE (Bristol-1952) Stocky 18" plants with deep crimson red pompons. Equally fine for bedding or as a source of cut flowers. Extremely frost resistant. October 1st.....\$.75
- MARIONETTE (Yoder) Formal rust red poms. Upright nicely branched plants. September 25th. 24".....\$.50
- MARYEFF (Conard-Pyle) Sprays of rich raspberry rose 2" poms on sturdy upright plants. Fine cut. September 20. 24".....\$.60
- WHITE TOWER (Becker) The finest white pompon. Perfectly formed ball shaped blooms on long stems. September 20. 30".....\$.50
- YELLOW CHRIS COLUMBUS (Neal) Lovely lemon yellow sport of the superb Chris Columbus. Long stems. September 15th. 24".....\$.50
- YELLOW ERMINE (Floralane) A lovely lemon yellow sport of Ermine. 2-3" ball shaped flowers. September 24th. 30".....\$.55

MORE MODERN POMS—One each Canary Wonder, Dream Girl, Jubilee, Generalissimo and White Tower.  
A \$2.90 value for \$2.50.



## CUSHION MUMS

BROWN CUSHION (Becker) Fully double flowers in a rich blend of walnut and mahogany shades. September 20th. 18"	\$.60
FUCHSIA FAIRY (Herr) Twelve inch plants, loaded with one inch flowers of a sparkling fuchsia shade. A real cute one which we feel is worthy of wide usage. September 20.	\$.50
GLADNESS (Kraus) Low, much branched plants with fully double two inch flowers of clear China rose. September 5th. 15"	\$.50
GOLDEN CARPET (Bristol) Attractive spreading plants covered with golden yellow pompons. Unique! September 15th. 12".	\$.50
HAPPY (Woolman) Perfectly formed 10-12" mounds covered with golden yellow flowers. An English Lilliput. October 1st.	\$.60
GLAMOUR (Grandmere) Symmetrical cushion plants with double non-fading deep purple flowers. Striking. October 1.	\$.60
MAHOGANY CUSHION (Lehman) A superior new cushion with double jasper red to mahogany flowers. September 25th. 18"	\$.50
MIST O' PINK (Grandmere) Attractive mounds covered with double silvery pink flowers. September 25th. 15"	\$.60
POWDER PUFF (Bristol) The best white cushion. Low plants forming a solid sheet of creamy white. September 10. 12".	\$.50
SEPTEMBER CHEER—Compact plants, double cherry red flowers with quilled petals. Very frost tolerant. September 24.	\$.50
SPARKLE (Martin) Twelve inch mounds covered with two-toned flowers of orange scarlet and gold. September 15. 12".	\$.55
SPUNGOLD (Grandmere) Perfectly formed compact plants loaded with double brilliant yellow blooms. September 25. 15"	\$.60
ROUGE CUSHION (Lehman) Nicely shaped plants with brilliant, unfading red flowers. Best in its class. September 20.	\$.60

A MODERN CUSHION COLLECTION—One each of Cody, Fuchsia Fairy, Gladness, Happy, Glamour, Sparkle, Rouge Cushion and Tecumseh. A \$3.85 value for \$3.25.

## BUTTON MUMS

CHIQUITA (Kraus) The finest bright yellow button. A fine source of cut flowers in late September. 22"	\$.50
LEMONDROP (Lehman) Compact plants loaded with light lemon yellow buttons with greenish centers. September 10.	\$.50
MARQUITA (Floralane) A new sport of Rosita. Light bronze buttons with deeper centers and pink sheen. September 24.	\$.60
MASQUERADE (Bristol) Compact two foot plants loaded with ball shaped silver rose flowers. Outstanding. October 1.	\$.60
PEPITA (Kraus) Bushy plants covered with eggshell white buttons with deeper centers. September 24. 22".	\$.50
ROSITA (Kraus) The attractive pink counterpart of Pepita. Persian rose buttons. September 24. 22".	\$.50

BUTTON COLLECTION—One each Chiquita, Masquerade, Pepita and Rosita. A \$2.10 value for \$1.80.

## SPOON MUMS

APRICOT SPOON (Lehman) Spoons of apricot rose, tubes of apricot-bronze. Very frost tolerant. Late September. 26".....	\$50
BLUSH WHITE (Lehman 1952) A new spoon type with spoons and tubes of same length. White underlaid lavender. 20".....	\$60
FIRE ENGINE (Lehman 1952) Bright dark cardinal red with orange reverse. Truly striking. October 1st. 30".....	\$65
FUCHSIA SPOON (Lehman) Large bold spoons of sparkling fuchsia-rose. Sturdy upright plant. October 1. 24".....	\$55
GARNET SPOON (Lehman) The finest red spoon. Garnet red spoons, purple-red tubes and yellow center. September 25. 24".....	\$55
GOLD SPOON (Lehman 1952) Large spoons of golden yellow shading to arolin yellow. Tubes same color. October 1. 24".....	\$60

CUT FLOWER NOVELTIES—One each of Apache, Fire Engine, Flaxen Beauty, Gold Spoon, Pathfinder and Plainsman.  
A \$4.05 value for \$3.50.

IVORY SPOON—Very dainty ivory white spooned flowers in profusion. Superb for cutting. October 1. 24".....	\$50
LILAC SPOON (Lehman) Large wide petaled lilac pink spoons with silvery white tubes. The loveliest spoon. October 11. ....	\$55
PUMPKIN SPOON (Lehman 1952) A most unique color. Persimmon orange to saffron yellow. Sturdy upright habit. 30".....	\$60

SPOONS IN ASSORTED COLORS—One each Blushwhite, Garnet Spoon, Gold Spoon, Lilac and Pumpkin.  
A \$2.90 value for \$2.50.

A COLLECTION OF 1953 INTRODUCTIONS—One each of Apache, Crown Jewell, Lady Elgin, Madonna, Pathfinder and Plainsman. A \$4.50 value for \$4.00.

A COLLECTION OF VERY FROST RESISTANT MUMS—One each of Betty, Edith, Kathleen Lehman, Leshara, Lady Elgin, Osceola and Plainsman. A \$4.90 value for \$4.25.

EARLY BLOOMING COLLECTION—One each Cody, E. H. Hoppert, Dr. Longley, Leshara, Moonlight, Pathfinder and Plainsman. A \$4.75 value for \$4.20.

GLAMOUR GIRLS COLLECTION—One each of Betty, Edith, Dream Girl, Malinda Brown, Patricia Lehman and Ruthann Lehman. A \$3.50 value for \$3.05.

## QUANTITY DISCOUNTS ON MUMS

The following prices will apply when three or more of a single variety are purchased. Prices on 12 or more of one variety furnished on request.

Each Price	Price per 3	Each Price	Price per 3
\$ .50	\$1.25	\$ .75	\$2.00
.55	1.40	1.00	2.50
.60	1.50	1.25	3.10
.65	1.75		



## *Hardy Asters*

In very recent years tremendous improvements have been made in this group of fall flowering perennials. Individual flowers of many of these new sorts measure up to 2" across and are quite double.

BLANDIE—An exceptionally fine new white with large trusses of flowers which has recently been imported from England.....\$55

EVENTIDE—Huge, almost fully double blooms of a striking deep violet blue. Vigorous upright plant. Fine for cutting.....\$65

JANET McMULLEN—Long pyramidal spires of large semi-double soft rose pink flowers.....\$55

PEACE—Large semi-double pinkish lavender flowers produced in profusion on strong upright plants. ....\$50

PLENTY—A magnificent new variety with exceptionally large semi-double lovely soft blue flowers.....\$50

PROSPERITY—Excellent large flowers of a deep rosy pink. Blooms from early September well into October.....\$50

THE ARCHBISHOP—Another mammoth new English variety with two inch semi-double blooms of rich deep blue purple.....\$55

THE CARDINAL—Large semi-double flowers of a glowing bright red. Very showy when used in combination with Blandie (white).....\$55

THE DEAN—Sprays of large single carmine pink. The first in this color class. ....\$65

THE SEXTON—Huge flowers of glowing lilac-blue.....\$55

CHURCHMEN COLLECTION—One each of the above four.  
A \$2.30 value for \$2.00

WINSTON S. CHURCHILL—The reddest of all asters. Large flowers vibrantly alive with color—a rich beetroot shade.....\$65

A FULL COLOR COLLECTION—One each of Blandie, Janet McMullen, Plenty, The Archbishop and Winston S. Churchill.  
A \$2.80 list value for \$2.40.

## *Hardy Large Flowering Hibiscus*

It is with pleasure that we list several improved varieties of hardy Hibiscus developed by Mr. J. Herbert Alexander. They are far superior to the older sorts.

ALEXANDER'S BEAUTY—Large 8-9" heavy textured pure white flowers with crimson red centers. Petals are broad, overlapping and attractively crinkled or fluted. The best of its type. Quantity very limited this year. ....\$1.50

ALEXANDER'S PINK—Large blooms of a clear bright pink with rose red centers. A beautiful color combination. Limited. ....\$1.25

ALEXANDER'S RED—Gigantic rose red blooms from 7-9" across are borne on 5-6 ft. plants from August until frost. The largest hardy red available to date. ....\$ .75

BETSY ROSS—The earliest Hibiscus to bloom, being about a week to ten days earlier than others. Large pure waxy white flowers with rich purple red eyes. Flowers 7-8" across.....\$ .75

DAHLIATOWN ORCHID—A new large mallow, white blossoms with rich orchid red eyes and orchid lavender lines radiating out from the center. Outstandingly different. 7-9" blooms.....\$ .75

HELEN LINSTEAD—Blossoms 8-9" across of the softest pure pink with rose red eyes. Possibly the loveliest in our collection. Quantity extremely limited. ....\$1.50

MRS. JOSEPH M. READ—Extremely dark crimson-red with deeper maroon red centers. Stunning when used in combination with whites. Quantity very limited.....\$1.50

OLIVE BRIGGS—Lovely large white with conspicuous crimson centers. Petals are unusually broad and heavy textured and are slightly waved and completely overlapping. Beautiful bowl shaped flowers up to 9" across which become tinted with faint blush pink during cool weather. ....\$ .85

MRS. J. HERBERT ALEXANDER—Huge 8-9" flowers of pure white with rich crimson red centers. Massive flowers beautifully formed with wide overlapping petals. August to frost.....\$ .85

SPECIAL COLLECTION—One each Alexander's Red, Dahlia-town Orchid and Mrs. J. Herbert Alexander.

A \$2.35 value for \$2.00.



## *Oriental Poppies*

Oriental Poppies, with their gigantic blossoms and wide color range are among the most showy and finest of perennials. Our collection includes many of the newest sorts. Order now for fall delivery of husky field grown plants.

BARR'S WHITE—Pure white with purple black basal spots.....	\$ .60
BETTY ANN—Large pure La-france pink, no spots.....	\$ .60
BUCKEYE RED—A very recent introduction. A most attractive deep crimson-red. ....	\$ .75
CHEERIO—Large shell pink flowers with attractive contrasting cherry red spots at base of petals.....	\$ .75
CRIMSON POMPON—Fully double deep crimson red pompons.....	\$ .55
CURTIS GIANT FLAME—Huge, 10-11" flame red flowers.....	\$ .60
CURTIS GIANT FLESH PINK—Mammoth flowers of flesh pink tinted lavender. Best when planted in partial shade.....	\$ .60
CURTIS GIANT MAHOGANY—Large rich mahogany red.....	\$ .60
CURTIS GIANT MULBERRY — Large flowers, unique mulberry shade. ....	\$ .60
CURTIS GIANT SALMON PINK—A lovely salmon pink shade.....	\$ .60

<p>CURTIS GIANTS COLLECTION—One each of the above five varieties. A \$3.00 value for \$2.50.</p>
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ENCHANTRESS—A lovely shade of soft lilac rose.....	\$ .55
G.I. JOE—New. Large rich watermelon red flowers.....	\$ .85
HELEN ELIZABETH—Lovely ruffled large La-france pink.....	\$ .55
HENRI CAYEAUX IMP.—An attractive ashes of roses or old rose shaded burgundy. A most unique color. Partial shade.....	\$ .60
INDIAN CHIEF—Large, distinctive mahogany red.....	\$ .75
JOHN III—Compact 20" plants, coral pink poppies.....	\$ .60
MARCUS PERRY—New brilliant orange scarlet. Enormous 8-10" flowers. Sturdy upright 18" plants.....	\$ .75
RIDGEWOOD BEAUTY—Unusually heavily ruffled flowers of salmon pink. Quantity very limited.....	\$ .75
SALMON GLOW—Large fully double salmon orange.....	\$ .55
SASS PINK—Large flesh pink, mauve grey centers.....	\$ .55
TOREADOR—Large crinkled deep carmine red.....	\$ .55
GOLD OF OPHIR—Light clear orange, approaching yellow.....	\$ .60
TANGERINE—Beautiful tangerine orange, purple maroon spots.....	\$ .60

<p>AN ALL COLOR COLLECTION—One each Barr's White, Curtis Flame, Helen Elizabeth, Curtis Mulberry, Salmon Glow and Toreador. A \$3.45 value for \$3.00.</p>
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## *A Few Notes on Chrysanthemum Culture*

Mums, as do many other perennials, like dry feet. Plant them on high ground in a well drained location in as sunny a position as is possible. Too much shade causes spindly growth and inferior late flowers. Winters with severe low temperatures and much snow are not as hard on mums as low wet locations where water or ice is likely to stand over plants at times in the late winter or early spring. Protect mums after the ground has frozen in late fall with a light mulch. Light long straw, long hay or twiggy branches of plants or combinations of these are fine. Tree leaves usually get heavy and soggy and may cause some smothering of the crowns which remain green all winter. Watch in the spring for aphids on the young shoots. These may be controlled with a spray or dust containing Nicotine Sulphate as Black Leaf 40. Young plants from divisions or preferably from rooted cuttings will produce the best plants by fall. For this reason we suggest that old plants be dug each year, retaining only the outer shoots or stolons. Each of these planted separately in late April or in May will produce a blooming sized plant by fall. Keep leads on growing tips pinched back until about first of July unless you wish tall plants with a few long stems. Pinching will reward you with a sturdier, bushy plant. Try removing all buds but a few terminal ones for larger flowers. Also grow a few of the late varieties and make arrangements to protect them from freezes. In this way you will have fine quality large flowers late in the season. Regular cultivation, watering, and spraying or dusting for insect pests and disease pays off handsomely in form of better plants and flowers.

### **FROST TOLERANT VARIETIES**

Hybridizers have been doing much work to increase tolerance to frost. The varieties listed below have withstood heavy frosts and even sub-freezing temperatures in our open fields.

Apricot Spoon	Governor Duff	Pathfinder
Arapahoe	Hazelwood	Plainsman
Betty	Jubilee	Sept. Cheer
Brown Cushion	Kathleen Lehman	Stardom
Du-Bon-A	Lady Elgin	Tecumseh
Edith	Leshara	White Cloud
Fascination	Osceola	W. P. Snyder



## Visitors Favorites

Each year we receive many inquiries concerning the best varieties. Our visitors last year chose those listed below.

Apricot Spoon	Edith
Arapahoe	Fortune
Betty	Fuchsia Fairy
Canary	Fascination
Cody	Garnet Spoon
Gold Spoon	Pathfinder
Holiday	Patricia Lehman
Jayeff	Plainsman
Jubilee	Remembrance
Lady Elgin	Rosedust
Leshara	Rouge Cushion
Limelight	Ruthann Lehman
White Cloud	Spindrift
White Tower	Tecumseh
Yellow Ermine	Time



**Leshara**

## COLORED SLIDES

We have two sets of 100 Kodachrome and Ansco Color slides of Modern Mums. There are field scenes, pictures of individual plants and close-ups of individual flowers of some of the best in mums. Our sets feature many of the fine University of Nebraska mums of 1950 to 1953 together with many Bristol, De Petris, Kraus and Lehman varieties. These sets are available for use by garden clubs and other groups interested in mums at no cost except one-way postage. The screen and projector, of course, must be furnished by the group using slides. Please send in requests for slides well in advance of desired showing date to avoid disappointments.

**Canary**



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